

Vital Progress

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Community and Senior Center Breaks Ground

Thursday, October 18, was a beautiful autumn day in the Carson Valley. A perfect day for hundreds of volunteers, community leaders, members of the public, county staff, and elected officials to join in a historic groundbreaking celebration for the new Community and Senior Center. The non-profit Community Services Foundation provided food and refreshments on the site of the new center in Herbig Park across Waterloo Lane from Lampe Park. Not long after the last tables and chairs had been put away, the large earth-moving equipment began grading the site. That work should be complete by the end of December.

Three potential design-and-build teams for the center project have been working on their plans to meet a December 21 submission deadline. County staff and involved citizens will evaluate the proposals. In early 2013 the recommendation will go to the Board of County Commissioners to award the project. Meanwhile, the project to widen Waterloo Lane for improved access to the new center will go out to bid in January 2013. The Community and Senior Center project is well on schedule for construction to begin 2013. The long-awaited facility will open its doors in 2015 beginning with the senior portion of the center.



Economic Vitality Manager Lisa Granahan and the Community and Senior Center team of Jeff Wass, Janice Rice, Brian Fitzgerald, Paul Lockwood, Steve Lewis, Travis Lee and Dylan Zigenis celebrate the groundbreaking at Herbig Park on October 18, 2012.

To donate to the Community & Senior Center project: Community Services Foundation
<http://douglascountynv.gov/index.aspx?nid=982>.

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Big Things Happening in Genoa

The Genoa Destination Project continues to gain momentum. Construction on the new Genoa Vista Trail has been moving forward and the project should be complete by the end of January. A dedication ceremony is scheduled for Saturday, January 26, at 10 a.m. at the northern end of the trail not far from the Genoa Station Bar and Grille. Afterward, 1862 David Walley's Resort will



host refreshments on their property at the south end of the trail. With the ribbon cut, the trail will be open for walking, skating, running, and biking.

The new trail is just one of the tangible signs of economic vitality in Genoa. In the past two years eight new business have come to town, including Tombstone Tap and Grill, Genoa Station Bar and Grille, Sweet Repeats, Genoa Ghost Town Tours, Silverheels Boutique, Walley's Call Center, Petersunn Antiques, and Bella Vita Spa and Salon.

The Main Street Enhancement project is moving ahead and is currently out to

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Cash Mobs Descend on Main Street Gardnerville

A cash mob is a gathering of people in support of an independent business and the local economic neighborhood. Word of the event is spread largely via social media and participants are encouraged to spend a small amount of money, typically \$20 or so, with the knowledge that their money helps their community. Recently cash mobs have become a regular occurrence in downtown Gardnerville.

Shoppers descended on Fresh Ideas on October 6. A second cash mob swooped into Candles 'N' Crafts on November 3, and the most recent mob visited Country Carousel on December 1. Facebook and Twitter are buzzing with word of another Main Street Gardnerville cash mob on January 5 at Rack'D Clothing Exchange. Cash mob sites are chosen by a random drawing of Main Street Gardnerville member businesses. The best way to stay up to date on the latest mob activity is a Facebook search for "Main Street Gardnerville Cash Mob."

Main Street Gardnerville was founded in the summer of 2008 and began tracking new businesses downtown in 2009. Since then, there have been a lot more comings than goings, with a net gain of 38 new businesses in the district in that time. One of the programs contributing to a healthy downtown is a revolving loan program funded by a \$56,000 Rural Business Enterprise Grant from the USDA.

The program has helped several downtown businesses renovate their premises or expand operations. Loans of \$1,500 to \$10,000 are available at two percent interest rates and repayment in five to 10 years. Money can be used for exterior signs and awnings, interior or exterior remodeling or renovation, purchasing additional equipment, fixtures, or inventory, working capital or business expansions. Loan applications are reviewed by a committee of local financial professionals and all sensitive information is kept strictly confidential. 🏠



Shopper Susie Biaggini shows off one of the many gift items available at Candles 'N' Crafts as owner Archie Reed looks on.

Sports Aviation Foundation Passes Year-One Pylon

November marked the one-year anniversary since the Sports Aviation Foundation, headquartered at Minden-Tahoe Airport, registered with the Nevada Secretary of State as a non-profit corporation. Most of its recent activity has focused on tuning its mechanisms to run as smoothly as the flying machines its community depends on. The foundation has been recognized by the IRS as a non-profit 501(c)3 organization. Its board of trustees has approved bylaws and a conflict of interest policy. And the foundation has launched its website (sportsaviationfoundation.com) and joined the Carson Valley Chamber of Commerce. Its 2013 calendar of events is already queued up with a Youth Aviation Adventure event on January 12 and a general membership meeting on January 19. 🏠



The Sports Aviation Foundation promotes the future of aviation, preserves flying heritage, educates, and develops enthusiastic sport aviation pilots of all ages.

Tremendous Trails Strengthens Team, Builds Network

Two new members recently joined the Tremendous Trails team. Mary Bennington is executive director of the Tahoe Rim Trail Association and brings her many years of trail expertise and knowledge. Nate Littrell of the Pinenut Mountain Trails Association has also joined and brings a motorized recreation perspective, and the collective energy and knowledge of his group, to the Tremendous Trails effort. These new members will help ensure the richest possible spectrum of local trails is available for residents and visitors. The team continues work toward its Flagship Trails Map that will help enthusiasts enjoy an extensive network of existing and new recreational trails. Douglas County GIS staff have been instrumental in collecting data for this project.



The Bureau of Land Management (BLM), Sierra Front Field Office in Carson City has been participating in the development of the Carson Valley Discovery Trail since 2007.

The Carson Valley Trails Association has received a \$2,000 National Education Foundation grant to host events that help spread awareness about public lands and trails. The CVTA has also funded Bureau of Land Management environmental studies on the impacts of 45 miles of new trail on the eastern side of the Carson Valley. This new Carson Valley Discovery Trail system will include one primary trail with five loop trails, new and improved trailhead access, additional parking, and new signage. BLM collected public comments during a period that ended in November and is planning a public workshop in the coming months to present any adjustments to the plan that result from the public scoping effort. 🌲

Science, Technology, Engineering, and Mathematics Education

In September, GE in Minden put on a community car and motorcycle show in support of Science, Technology, Engineering, and Mathematics (STEM) education in Douglas County. In exchange for a \$25 entry fee, participants received an event t-shirt, lunch, and the chance to win prizes. The event raised \$3,000 and Eric Butterfield, executive engineering manager at Bently Nevada GE, delivered a check for that amount to Dr. Lisa Noonan, Douglas County School District superintendant, during a district meeting November 13.

GE will be providing matching funds in the near future. The K-12 Economic Vitality team is working toward a partnership with Douglas County and the school district for additional funding. The total project goal is \$15,000 to fund grant application writing for materials, equipment, and planning related to a new state-of-the-art STEM education center at Douglas High School. 🌲



GE's Eric Butterfield presents Dr. Lisa Noonan with a check for \$3,000 to support STEM education in Douglas County.

Tahoe Revitalization and South Shore Vision Plan Leap Forward


The South Shore Vision Plan is the embodiment of years of work to create a vision for the future of the south shore of Lake Tahoe and an economy built around outdoor recreation rather than its historic reliance on gaming. The results of that work, and the goals it hopes to achieve, are well represented in the Regional Plan Update that the Tahoe Regional Planning Agency approved on December 12. This update to the 1987 Regional Plan has been under development for many years and will shape the future of Lake Tahoe for

decades. This clears away much uncertainty and allows the South Shore Vision Plan and Tahoe Revitalization to increase momentum.

On October 23 nearly 200 residents and community leaders attended the South Shore State of the Economy forum to discuss issues and ideas. Among the solutions presented and discussed was support for redevelopment of the built environment and more pedestrian-friendly main streets. One of the earliest and most visible separate projects that adds synergy to this strategy is a .6-mile segment of a new bikeway project just completed from Kahle Drive across Rabe meadow to Elk Point Road. The bikeway crosses protected sensitive



wetlands with an elevated boardwalk and begins to connect the major tourist and lodging area corridor with residential, shopping, school, and beach areas.

Construction on the next phase of the project from Elk Point Road to Round Hill Pines Beach should begin in June 2013. This is part of a much larger project that will parallel the east shore of Lake Tahoe and ultimately connect Stateline on the South Shore with Crystal Bay on the North Shore. Funding comes from local, state, and federal grants, including money from the Southern Nevada Public Lands Management Act and private donations. No Douglas County tax dollars are involved. A portion of the funds for the project came as a \$12,850 donation from the Tahoe Fund. 

Advanced Manufacturing in Douglas County

Results of a recent study on local advanced manufacturing were shared with the business community during a public workshop on October 23 and presented to the County Board of Commissioners on November 1. The study was conducted by Nevada Venture Accelerators in conjunction with the Western Nevada Development

District and funded by the Small Business Administration. The study sought to determine if an advanced manufacturing cluster exists in the area and, if it does, what does it look like.

The answer may be surprising. There are more than 140 technology companies in Douglas County. They employ more than 1,800 people and pay \$111 million in wages—20 percent of all wages paid in the county. Their average pay is more than \$61,000 per year. The study recommends specific strategies to brand, grow, and market this advanced manufacturing cluster for future success.

Photo: Jim Grant/Record-Courier



Participants share ideas at the October 23rd workshop.

See the executive summary at: <http://douglascountynv.gov/DocumentCenter/View/1639> or the presentation at: <http://douglascountynv.gov/DocumentCenter/View/1640>. 

BRIC Provides Small Business Counseling

Local residents don't need to travel far to see a Nevada Small Business Development Center counselor. An interlocal agreement between Douglas County and Carson City is in place to provide counseling to Douglas County businesses.


The Business Resource Innovation Center, the BRIC, is a partnership of Carson City Library, Office of Business Development, Building, Engineering, Planning, the Permit Center and Business Licensing, and is located at 108 East Proctor Street. The business toolbox includes access to librarian services that can



The BRIC, 108 East Proctor Street, Carson City.

guide patrons to everything from business-focused books and materials, to business research databases, business counseling and mentoring, a foundational business education program, self-study programs, and a peer-to-peer "board of directors" for small business.

The BRIC also provides access to public computers, copy/scan and fax capabilities, and three conference room spaces. An array of business education classes can be found on the web at www.carson.org/Index.aspx?page=2526. These services create real-time, progress-driven outcomes that help businesses succeed.

The BRIC is open Monday through Friday 8-5. For questions or more info contact Michael Salogga at (775) 283-7122 or salogga@carson.org. 

Stronger Economies Together

On November 28, the Stronger Economies Together Regional Team unveiled its Economic Development Blueprint for Western Nevada, targeting five economic development sectors for future work to move the regional economy ahead. Douglas County was well represented during the nine-month, nine-county effort. Community members, business people, county elected officials and staff, Washoe Tribe members and staff, school district staff, town board members and staff all participated in the monthly meetings and contributed to a plan that will form the foundation for the Comprehensive Economic Development Strategy for the Western Nevada Development District.



The SET work even received an Innovation Award from the National Association of Development Organizations. Grant funding from the Governor's Office of Economic Development supported the effort.

The Economic Development Blueprint for Western Nevada, along with a video of the process, is available online at the University of Nevada Cooperative Extension website at:

<http://www.unce.unr.edu/programs/sites/set/blueprint/>. 



Businessman Byron Waite receives an award for outstanding attendance and participation in SET monthly meetings during the final November 28 Fallon session.

Douglas County Economic Vitality

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This is Vital Progress, a regular newsletter about the implementation of the Douglas County Economic Vitality Strategy and Action Plan that was adopted by the County Board of Commissioners in September 2010. The plan addresses three focus areas and 12 projects that will strengthen our economy and our community. As we move forward with our projects, we will continue to provide updates on our progress. For more information, please visit our website at:

<http://www.douglascountynv.gov/index.aspx?NID=296>

For more about our projects, go to:

<http://www.douglascountynv.gov/index.aspx?NID=297>

We're on the Web!
www.douglascountynv.gov

*Creating a
Community to
Match the Scenery*




Job Opportunity Fair a Success

The Employment Training and Job Development program, in partnership with the Carson Valley Chamber of Commerce, Business Council of Douglas County and the Minden-Tahoe Airport, held the fall Carson Valley Career Job Opportunity Fair at the Carson Valley Inn's convention center on October 10, 2012. More than 300 community members were able to network with 26 businesses and employment



support agencies. Over 800 employment applications were distributed with numerous interviews conducted on site. The spring job fair is scheduled for May 22, 2013.

Jobseekers can join the Employment, Training and Job Development team each Monday morning for help in starting a job search. The Jobseeker Networking

Group meets each Monday at the Douglas County Social Services resource room from 9:00-10:00 a.m. The meetings offer a variety of current job postings, job search tips, job leads, and a supportive network of other jobseekers. 

Genoa *continued from page 1*

bid. New walkways, landscaping, lighting, signage, improved parking, and moving some exposed utility lines underground will make downtown Genoa more inviting for both visitors and locals. The total value of the project is just under \$1.5 million and should help make Genoa even more popular for shopping, dining, overnight stays, picnics, and cycling. This will bring more visitors to town, which will in turn help attract new business and development that maintains the historic and rural character of Nevada's oldest settlement. 